

## **APPENDIX C: THE ST. LOUIS REGIONAL CLEAN AIR PARTNERSHIP**

### **ABOUT THE PROJECT**

The St. Louis Regional Clean Air Partnership is a public-private partnership formed to raise awareness of regional air quality issues and to encourage activities to reduce emissions of air pollutants. The Partnership promotes a variety of programs to:

- Increase public awareness of air quality issues.
- Increase public participation in emission reduction activities.
- Increase participation of regional institutions in emissions reduction activities.
- Increase responsible decision-making that incorporates air quality considerations.

The Partnership is particularly noteworthy because of its innovative outreach and education campaign. Unlike the other programs described in this document, the Partnership does not perform any pollutant monitoring or data analysis. It simply gathers data published by outside sources and disseminates it to the local community using a program Web site ([www.cleanair-stlouis.com](http://www.cleanair-stlouis.com)), e-mails and broadcast faxes, the local television news, and other outlets.

### **PROJECT PARTNERS**

The St. Louis Regional Clean Air Partnership was created in 1995 by the American Lung Association, the St. Louis Regional Commerce and Growth Association, Washington University, and other partners. The Partnership has since grown and now includes the Missouri Department of Natural Resources, the Illinois Environmental Protection Agency, East-West Gateway Coordinating Council, RideFinders, the Missouri and Illinois Departments of Transportation, the Bi-State Development Agency, KMOV-TV, several cultural organizations, and a variety of other local stakeholders.

### **MONITORING**

The Partnership does not independently monitor air quality. It uses ozone data from 16 monitors operated by the City of St. Louis, St. Louis County, Missouri Department of Natural Resources, and the Illinois Environmental Protection Agency.

### **DATA MANAGEMENT**

The Partnership has practically no data management needs because it does not operate monitoring stations or process its own data. Ozone data gathered at the city, county, and state monitors are posted on the Internet by the individual agencies, and the Partnership simply downloads this publicly available data.

### **OUTREACH AND EDUCATION**

There are four main components of the Partnership's outreach and education campaign: the program Web site, televised ozone forecasts, an ozone warning listserv, and the Clean Air Pass.

The Partnership Web site ([www.cleanair-stlouis.com](http://www.cleanair-stlouis.com)) provides an air quality forecast, links to information on Partnership initiatives, FAQs, archived ozone data, and links to relevant articles and press releases. Through the Web site, air quality information is available to the public 24 hours a day.

The Partnership works with KMOV-TV, the local CBS affiliate, to produce and publicize a daily air quality forecast. During its initial stages, the Partnership used grant money to purchase a computer model that produces an air quality forecast using data drawn from the local monitoring stations. The Partnership gave the software to KMOV on the condition that it publicize the daily air quality forecast during its local news broadcast. The Partnership trained the station's staff to use the software and input the necessary data, and

worked closely with meteorologists at the station to perfect the model. KMOV now produces the daily forecast with no aid from the Partnership at an estimated annual cost of about \$350,000 and broadcasts the forecast on all of its local news shows. The Partnership in turn features the forecast in a central location on its Web site.

The daily air quality forecast is designed to be as easy to understand as possible. Air quality is reported using the colors of EPA's Air Quality Index—red for unhealthy, orange for unhealthy for sensitive groups, yellow for moderate, and green for good. Interested persons can sign up for an e-mail alert if the forecast is red or orange. The e-mail alerts are distributed via a listserv, which the Partnership contracts out to a local consultant for a minor fee. Free listserv services are also available through companies such as Topica ([www.topica.com](http://www.topica.com)). The “e-alert” program has received positive feedback from the community, and is an extremely cost-efficient program for the Partnership to run.

The Partnership also works with the Bi-State Development Agency, KMOV-TV, and Schnucks Markets to provide the “Clean Air Pass” program. In order to help control air pollution, the Clean Air Pass allows residents to ride public transportation at a discounted rate during summer months when ground-level ozone levels are at their highest. The 3-month pass (June through August) is available on the Partnership's Web site, at the MetroRide Store, and at most Schnucks Markets.